



IIMP as Global Partner

Artificial Intelligence and Marketing Conference in Switzerland

The International Institute of Marketing Professionals (IIMP®) is Global Partner of the Conference Artificial Intelligence in Marketing that will take place on March 27th 2019, in Zurich, Switzerland.

Toronto, Canada - December 03, 2018 — The International Institute of Marketing Professionals (IIMP®) announces that is the Global Partner of the Conference Artificial Intelligence in Marketing, gathering, for one day, practitioners and leaders to drive marketing into new level of digital marketing. The conference will take place next year, in Zurich, Switzerland, on March 27th.

The future of marketing is being designed with new technologies and methods arising constantly. Artificial Intelligence (AI) is a driving force of change in near future. How will IA change marketing during the next years? What is the potential of AI for marketers and managers? What are the experiences and success stories of other marketers using AI for their marketing activities? These are only a few questions that speakers will talk during a full day.

Mr. Nisar Butt, President and CEO of IIMP®, stresses that: *"This is a great opportunity to gather professionals and business managers from around the world to discuss and share experiences on AI activities in marketing. IIMP is proud to be part of the future of marketing in Switzerland. For many this is a polemic subjects, for others is a never ending world of possibilities. One thing is for sure, the marketing is changing fast and artificial intelligence is vital part of it."*

Learn more about AI Conference and tickets: <https://ai-zuerich.ch>

Conference contact info: Zurich, Switzerland: Phone: +41 (0) 78 900 5346, E-mail: sophie@ai-zuerich.ch

About the [International Institute of Marketing Professionals \(IIMP®\)](#):

International Institute of Marketing Professionals (IIMP®) is an independent not-for-profit professional organization, which develops and advocates international standards within the marketing field. IIMP® was formed in July 2009 and is a pioneer in its leadership and strategic approach towards developing the Internationally Accepted Marketing Standards™ based upon Generally Accepted Marketing Principles™ and Practices in the field of marketing. The development of Internationally Accepted Marketing Standards is led by the Internationally Accepted Marketing Standards™ (IAMST) Board which represents the G-20 countries; the IAMST Board members include senior academic

leaders from reputable business schools and Chief Marketing Officers from major corporations across the G-20 countries. This diverse membership will undoubtedly bring a real synergy between the science and practice. The IAMST Board works with the aid and cooperation of teams from International Advisory Council for the Marketing Profession (IACMP), which has representation from 192 countries and Advisory Council of Marketing Practitioners (ACMP).

MEDIA RELATIONS CONTACTS:

Prof. Dr. Chuck Hermans, MBA, PhD (Marketing)

Senior Vice President Marketing

International Institute of Marketing Professionals (IIMP®)

E-mail: chuckhermans@missouristate.edu

Sandra Pedro, MSc (Communication Science)

Senior Public Relations Manager

International Institute of Marketing Professionals (IIMP®)

E-mail: sandraigpedro@gmail.com

Mailing Address:

Media Room

International Institute of Marketing Professionals

24-499 Ray Lawson Blvd., P.O. Box 185

Brampton, L6Y 4E6, Ontario, Canada